The Zeitgeist Movement Argentina - Organizational Model

By: Javier Rodriguez

Introduction:

a) Today's challenge:

Throughout the (so far) short history of existence of The Zeitgeist Movement Argentina, a number of **Action Groups** have been created. These can be defined as groups of individuals that spontaneously and voluntarily organize to develop activities regarding the ideals of the Movement.

Under current circumstances, communicational problems seem to emerge among these. The different Action Groups working separately are not aware of the existence or actions of the other groups, not allowing them to gain the synergy needed to reach a substantial change in society.

The communication tools available to the movement at this point of its existence, do not allow an efficient organization, by neither providing an appropriate organizational structure nor adequate communication channels.

b) The Proposal:

The following organizational scheme for The Zeitgeist Movement Argentina is proposed, in order to try to solve the problems derived from the current one.

1) The Zeitgeist Movement Argentina and its role:

Having considered the already mentioned problems, a role in which the Zeitgeist Movement Argentina (from now on ZMA) simply becomes a link between the various Action Groups is proposed. This would eliminate the problem of "Inter-Group disconnection" that still remains as of today.
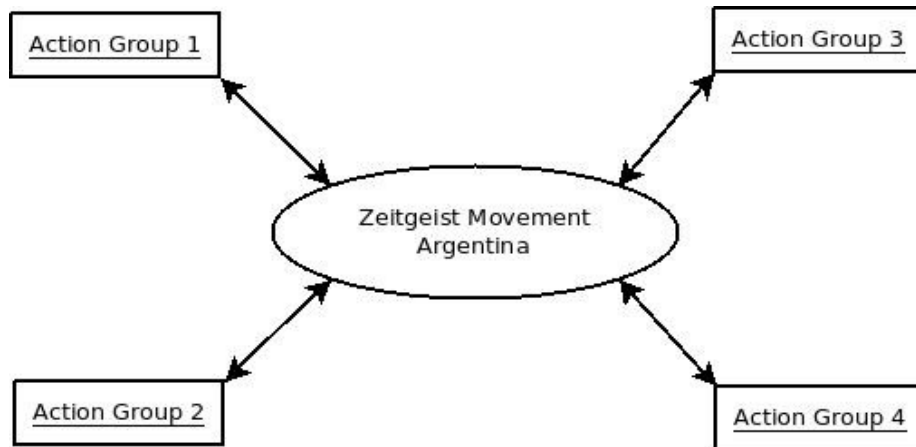
We could now say that ZMA is an Entity, which is aware of the various Action Groups that have formed. This does not necessarily imply control. The groups are Inter-dependent.

It is worth noticing that as a requirement to become an *Official Chapter of the Zeitgeist Movement*, or simply put, to appear as a link on the www.thezeitgeistmovement.com website, the ZMA has to establish a communication channel with other international chapters.
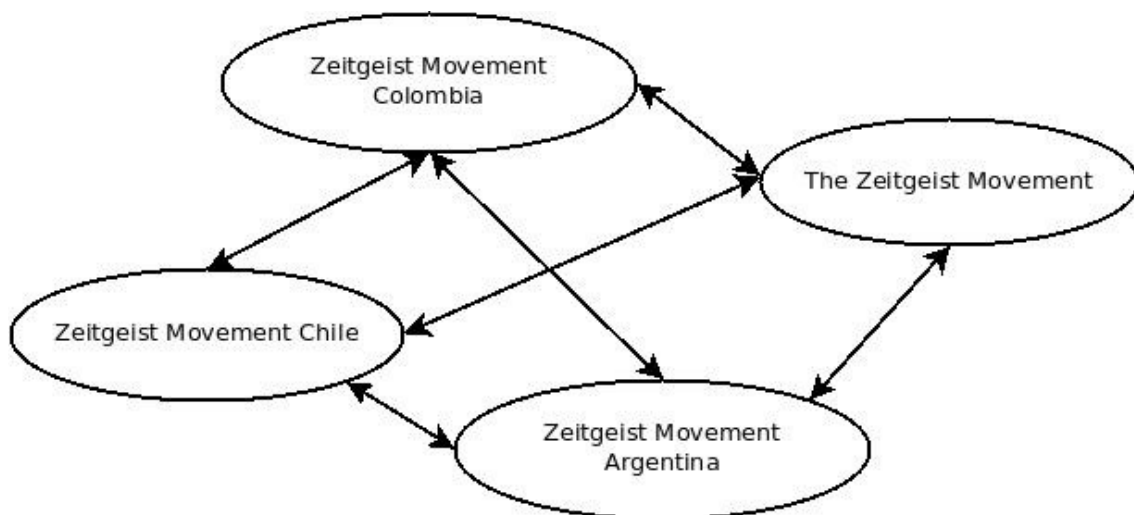

Analyzing the proposed model, it can be inferred that the ZMA will provide it's *Action Groups* with the best informatic tools and communicational channels at its disposal, so that they can operate in the most efficient way possible, being each of them aware of the existence of each other.

## 1.1) The fast growth of communicational complexity:

As the number of *Action Groups* increases, the number of possible communicational channels increases dramatically, turning efficient intercommunication impossible.

This can be exemplified in the following way:

2 Groups

3 Groups

5 Groups

4 Groups
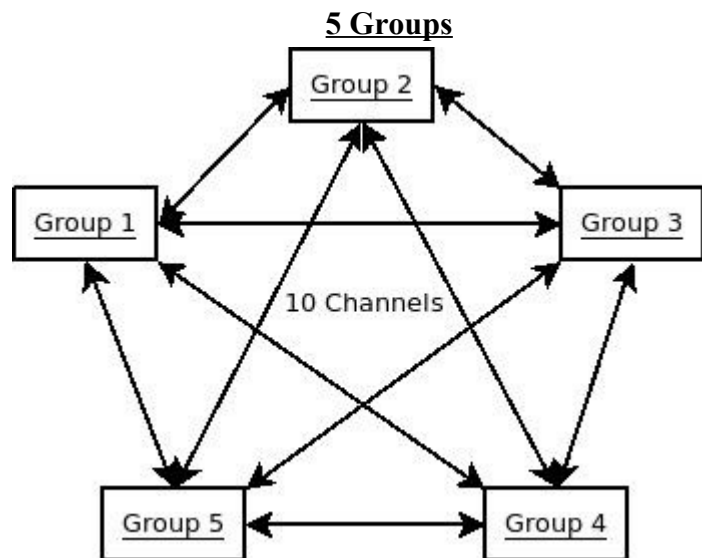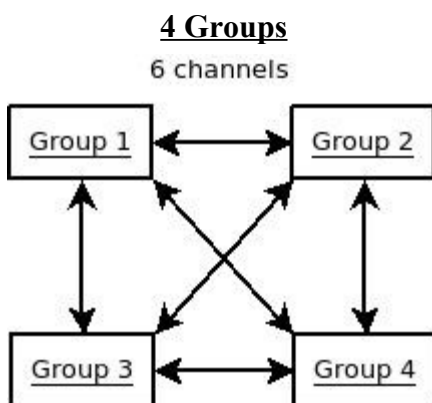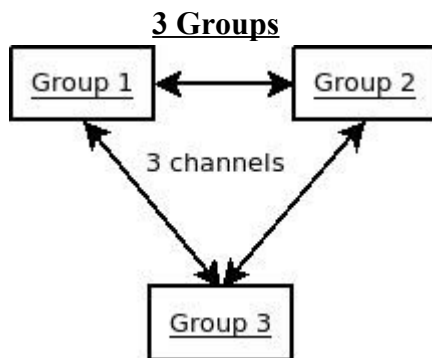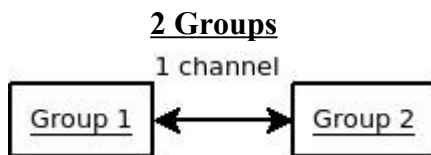
The growth of the amount of channels in function to the amount of entities responds to the following formula: $f(n)=\dfrac{n\times(n-1)}{2}$

As seen in the graph below, the growth is extremely vertiginous.

Vertiginous growth of the Communication Complexity
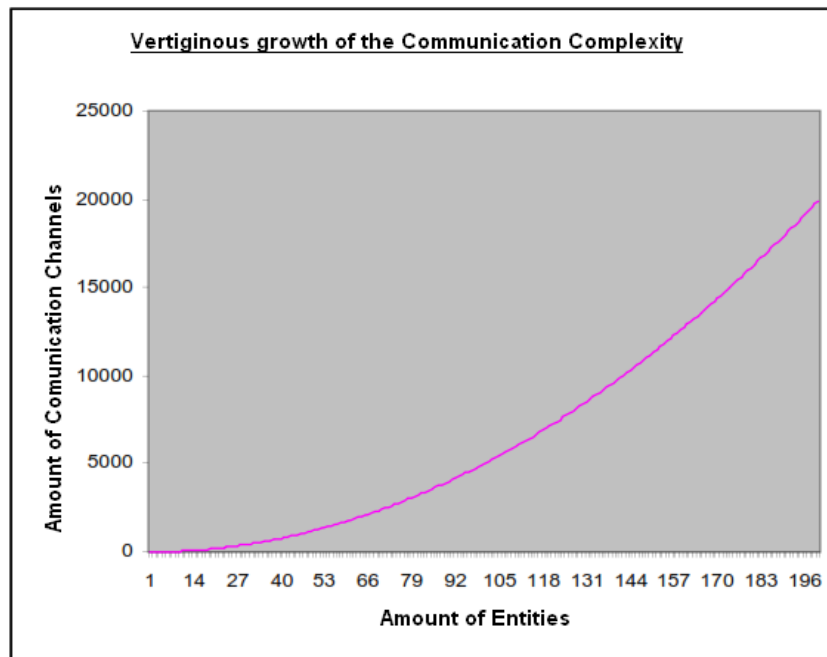
2)_ Division in Action Classes:

In order to solve this problem a ***Division in Action Classes*** is proposed. Each one of these should have at least one "*Coordinator*" which should be aware of the various *Action Groups* associated and maintain fluent communication with them.
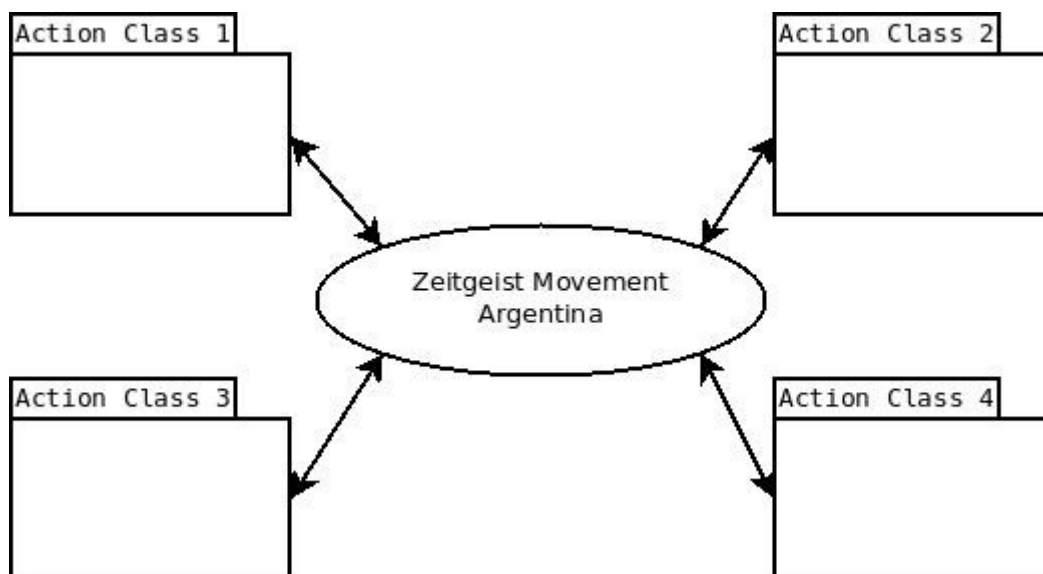

The purpose of the *Action Classes* is to group different *Action Groups* by function or description, in order to decrease the amount of communicational channels intervening in the interactions, turning them manageable.

It is worth noticing that the *Action Groups* are simply *Sets.*

Each *Action Group* created can associate to an *Action Class* and begin to share information with the rest. Any information that arrives at the ZMA related to an associated group will be forwarded to it, increasing the operational power in its field.

Exemplifying
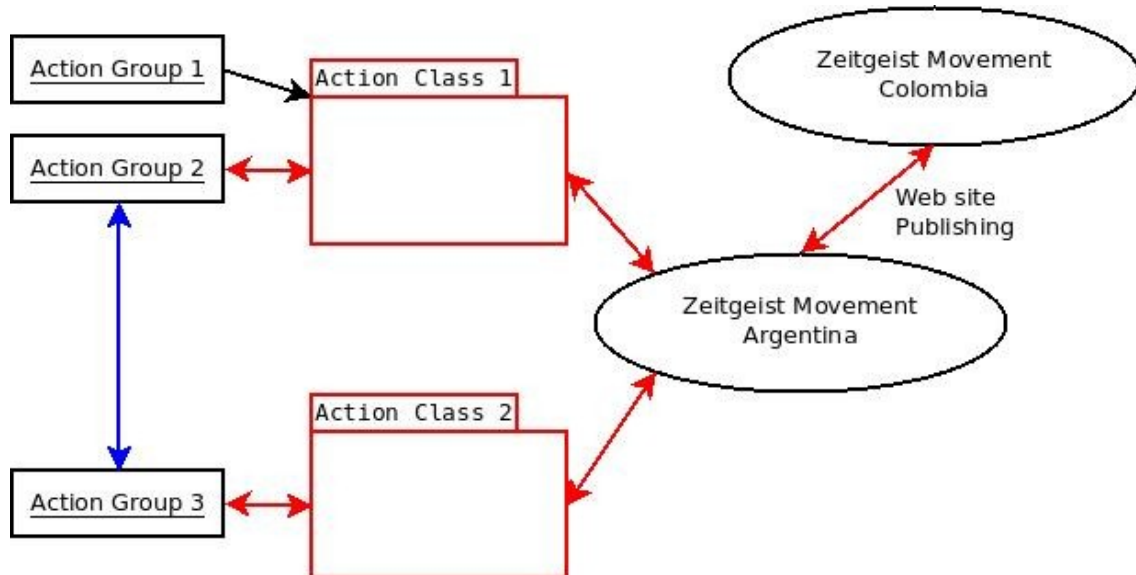
Action Classes also divide the information flow in 2 different directions, which in turn makes information manageable. The ZMA does not need to know about the internal flow of information within the Action Groups.
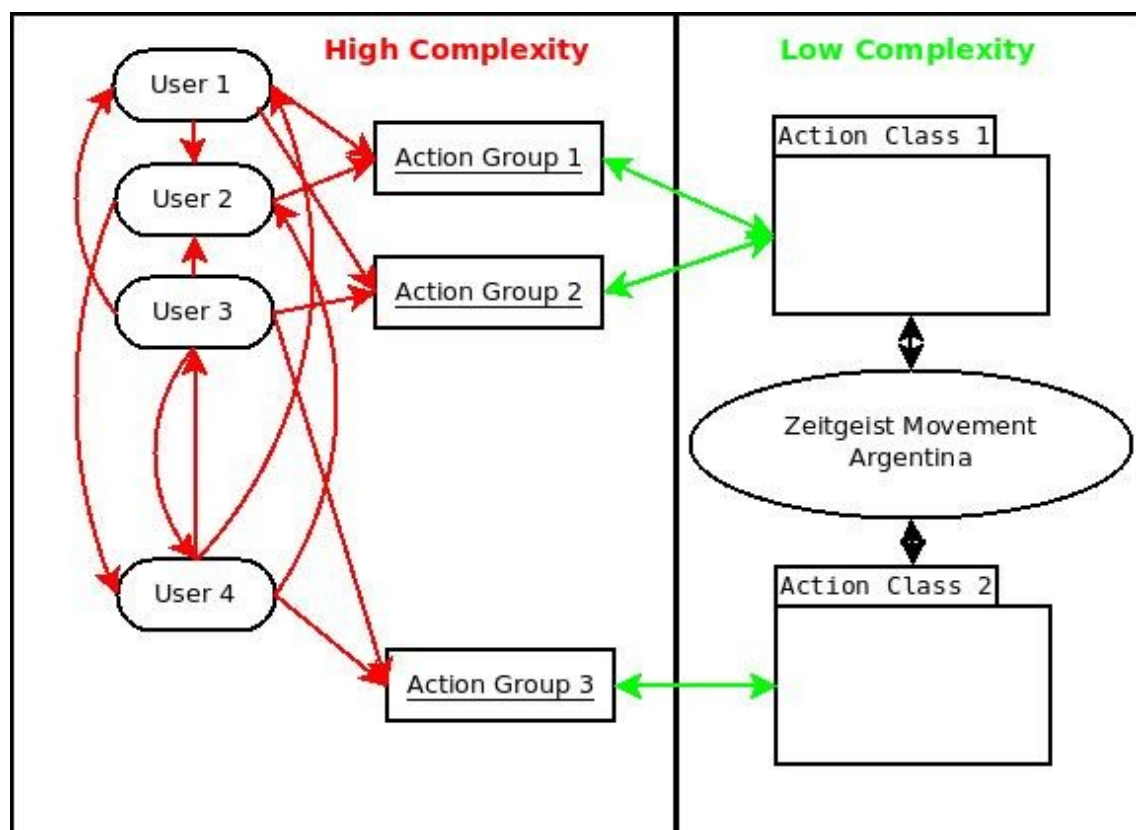
3)_ Action Classes:

The following *Action Classes* (and some example groups) are proposed:

- **Activism:**   Groups of activist activities related to the ZMA.

  - Awareness spreading.
  - Conferences/Spokesmen Group.
  - Urban interventions Group.
  - Activism material resources Group.

- **Projects:**   All type of projects related to the ZMA.

  - Vertical Farms.
  - Social Innovations.
  - Electrical Engines.
  - Zeitgeist Argentum

- **Administration:**   Groups dealing with systems and relations of the ZMA.

  - Web Development/Administration Group.
  - Inter-chapter Communication Group.
  - Human Resources Group.
 - Material Resources Group.

4)_ The Proposed Model:

Any user or group of users may create an *Action Group* of relevance and associate it to an *Action Class*. The *Zeitgeist Movement Argentina* will provide users with all the tools available and will keep the community informed about the activities of the Group.
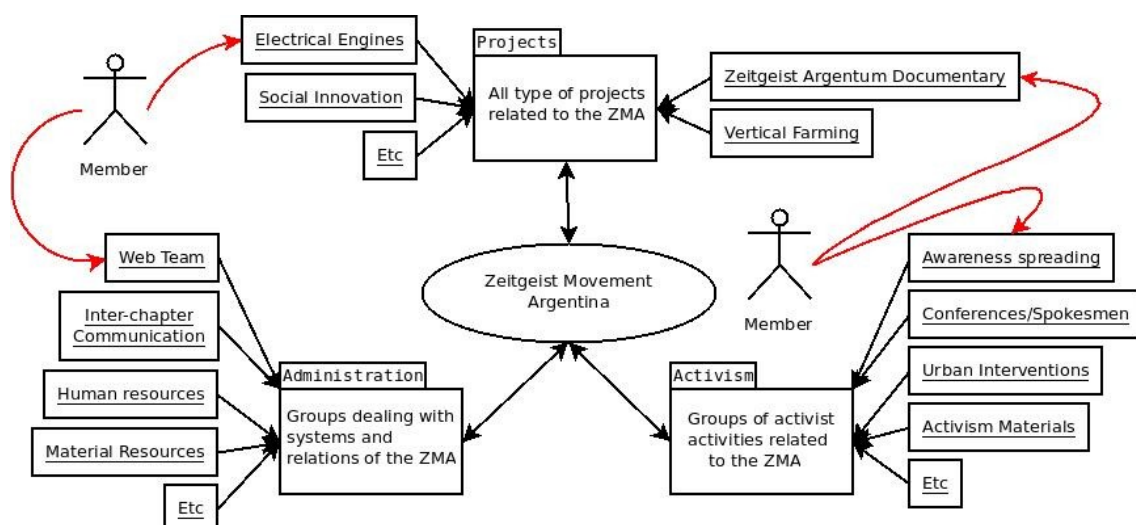
Action Groups are independent and may or may not inform the community about their progress for publication, even though the first is encouraged.

The groups will initially manifest on the ZMA's systems in the way of *forums* or *wikis*.

Forums:

Action Groups			
Projects — All types of projects related with ZMA — Subforo: Granjas Verticales	0	0	No hay mensajes
Activism — Groups in charge of activism activities related with ZMA	0	0	No hay mensajes
Administration — Groups oriented toward the administration of systems and relations of ZMA	0	0	No hay mensajes

In each one of these *Action Classes* (Projects, Activism, Administration) forums will be created for each *Action Group* formed. It is important to state that these classes are *emergent*.
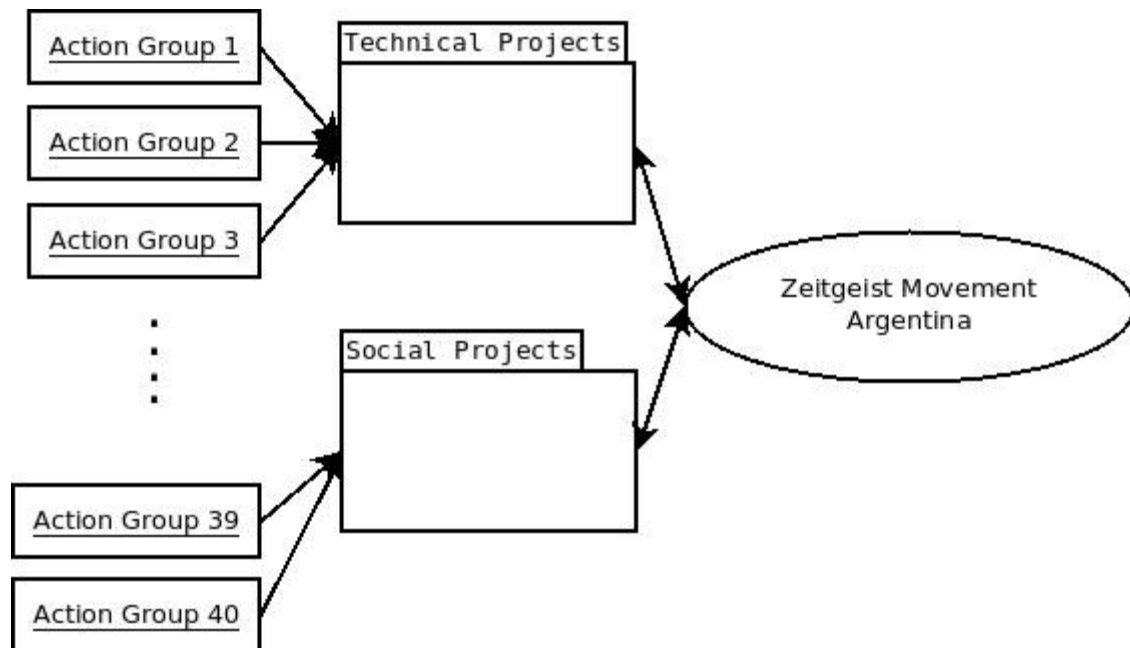
To demonstrate, let's suppose that 17 Social Projects and 23 technical Energy Generation *Action Groups* are formed.

Depletion:
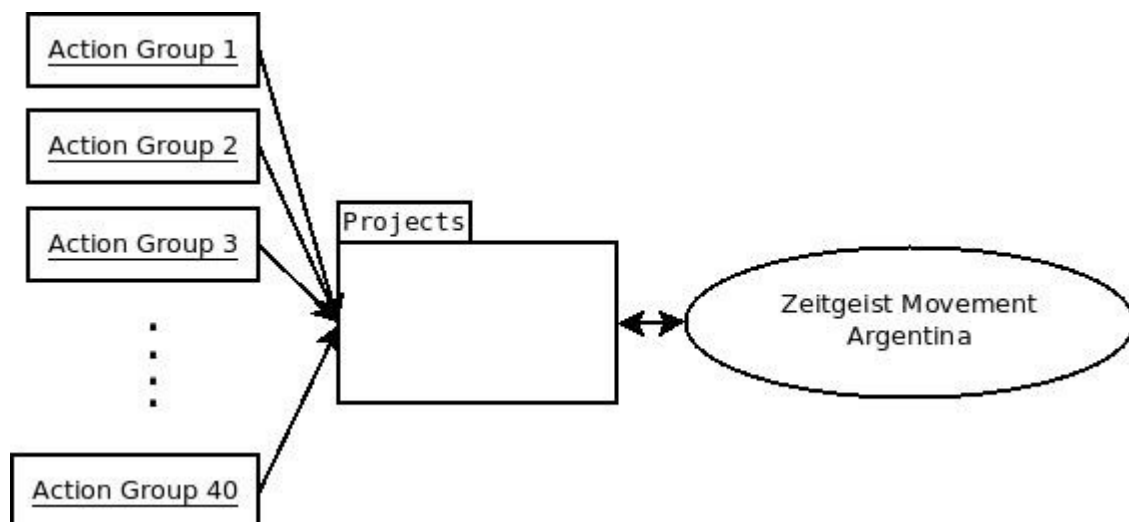
Once again, we would have the *communicational complexity* problem, which would render communication unmanageable.

Division:

The "Projects" *Action Class* can be divided into "Technical Projects" and "Social Projects" to, once again, reduce the *communicational complexity*. This process of *Depletion* → *Division* can be called **Expansion**.

By means of this already mentioned process of *Expansion*, the movement can grow indefinitely without losing the ability to manage the information it needs to operate.

Wikis:

Each action group can ask for a Wiki from our Google apps.

Besides each group's specific forum, wikis are an exceptional way to *present* the groups advancements. This is another tool that the ZMA can provide to its various groups so that they can do their work as they see fit.

Example: http://z3.zeitgeistargentina.com

Could easily be: http://vertical_farms.zeitgeistargentina.com

5)_The complete structure:

Finally, the Zeitgeist Movement Argentina could be thought of as the set of individuals from society, organized as the activist arm of The Venus Project to increase awareness and apply the ideas of The Zeitgeist Movement in society.
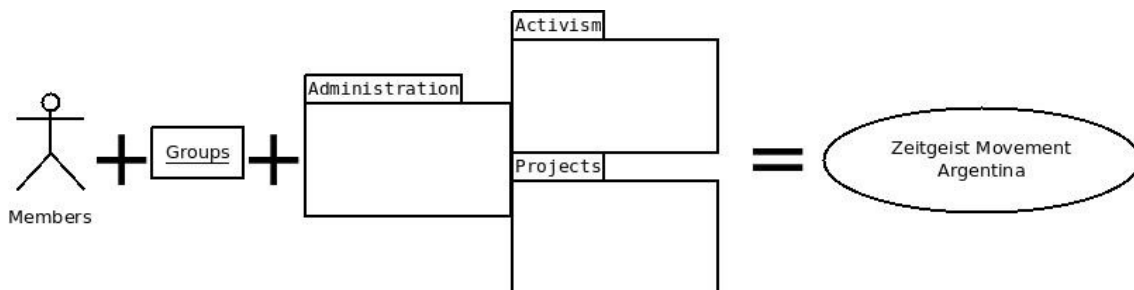
"We don't need *hierarchies*, but *organizational functions*."

This model is finally proposed and the invitation is made to criticize it to make it better or surpass it.

Sincerely,
Javier Rodriguez.-